

AGRO BIO TECH

INNOVATION
FORUM

EXHIBITOR DOSSIER AGROBIOTECH INNOVATION FORUM 2025

Your business platform to innovate and grow in the Agrobiotech sector

Lleida | 25-27 November 2025 | Fira de Lleida

WHY EXHIBIT AT AGROBIOTECH INNOVATION FORUM 2025?

CONNECT DIRECTLY WITH THOUSANDS OF BUYERS AND KEY DECISION-MAKERS

Agrobiotech Innovation Forum 2025 is more than just a trade fair; it's the essential marketplace where supply meets demand in the agrobiotech sector. Exhibiting gives you a unique opportunity to:

- **Generate highly qualified leads:** Access 14,000+ professional visitors (producers, technicians, managers, distributors) actively seeking solutions like yours.
- **Boost your sales:** Showcase your products and services, perform live demonstrations, and close business deals directly at the event.
- **Increase your brand visibility:** Position your company as a market leader in front of the competition, current customers, and new prospects in a professional and specialized environment.
- **Launch new products:** Use the sector's most impactful platform to unveil your latest innovations and technologies.
- **Strengthen relationships:** Establish and reinforce connections with clients, strategic partners, distributors, and key suppliers in the industry.
- **Gain market feedback:** Collect valuable insights on customer needs, emerging trends, and perceptions of your products.
- **Access key markets:** Connect with the powerful agri-food sector as well as national and international stakeholders.

Invest in your physical presence. Maximize your return.

THE EVENT IN NUMBERS AND REACH

A STAGE FULL OF OPPORTUNITIES

Agrobiotech Innovation Forum 2025 is the must-attend event for professionals seeking to boost efficiency, sustainability, and profitability in agriculture and livestock farming.

- **Dates:** November 25–27, 2025
- **Venue:** Fira de Lleida (Lleida, Spain)
- **Expected Visitors:** 14,000+ professionals
- **Expected Exhibitors:** 250+ leading and emerging companies
- **Key Sectors:** Agricultural Machinery and Technology, Crop Production, Livestock, Water, Energy and Sustainability, Bioeconomy
- **Featured Areas:** Sector-Based Exhibition Zones, 4 Conference Halls, Startup Arena, Networking Spaces, Tech Demonstration Zones

A format designed to maximize interaction and business opportunities between exhibitors and visitors.

PROFESSIONAL VISITOR PROFILE

YOUR TARGET AUDIENCE WILL BE HERE

We attract a diverse, high-level decision-making audience, ensuring that your investment in exhibiting turns into valuable business contacts:

- **Agricultural and livestock producers:** Farm owners, operation managers, crop/livestock production heads. Actively seeking technology, machinery, inputs, and solutions to boost competitiveness.
- **Agricultural technicians and agronomists:** Advisors, consultants, and technical managers from cooperatives and companies. They directly influence purchasing decisions.
- **Executives from agri-food companies:** Managers, procurement directors, R&D heads. Interested in the value chain, new ingredients, and innovative technologies.
- **Distributors and traders:** Looking for new products and suppliers to expand their portfolios.
- **Technology and machinery manufacturers:** Analyzing the market, studying the competition, and seeking partnerships.
- **Researchers and academics:** Seeking collaborations and technology transfer opportunities.
- **Investors and financial institutions:** Identifying business opportunities in the sector.
- **Government and association representatives:** Shaping the future of the industry.

A segmented audience with strong intent to purchase and invest.

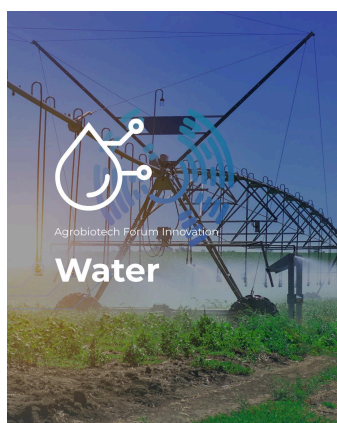
THEMATIC AREAS (VERTICALS)

FIND YOUR IDEAL SPACE

The exhibition area will be organized around **6 Key Verticals**, allowing visitors to easily find the solutions they need and ensuring relevant traffic to your stand:

1. **Agricultural Machinery and Technology:** Precision farming, automation, robotics, drones, tractors, implements, management software.
2. **Crop Production:** Seeds, fertilizers, bio-pesticides, genetic improvement, sustainable cultivation techniques, vertical farming, smart greenhouses.
3. **Livestock:** Animal nutrition, health, welfare, genetics, monitoring, farm management, robotic milking.
4. **Water:** Smart irrigation, efficient water management, treatment and reuse, sensors, drought solutions.
5. **Energy and Sustainability:** Renewable energy (solar, biogas), energy efficiency, carbon footprint reduction, sustainability certifications.
6. **Bioeconomy:** By-product valorization, biotechnology, new materials, circular economy, bioenergy.

Position yourself strategically alongside companies in your sector and attract your ideal audience.



PARTICIPATION OPTIONS (STANDS)

CHOOSE THE FORMAT THAT BEST SUITS YOUR NEEDS AND BUDGET

We offer a range of options to ensure an effective presence:

1. EXHIBITION SPACE ONLY (bare floor)

Ideal for companies looking for a custom and high-impact design. Available in indoor areas (within Thematic Verticals or the Startup Arena) or outdoor spaces.

Includes: Contracted square meters of floor space.

Does not include: Stand construction, carpet, electrical connection, furniture.

Floor space prices per m²:

- **Indoor Space** (Thematic Verticals and Startup Arena): €60/m² + VAT
- **Outdoor Space:** €10/m² + VAT

2. BASIC MODULAR STAND (added to indoor exhibition space)

A practical and functional turnkey solution.

- **Includes:** Stand structure, exhibition carpet, basic signage with company name, basic lighting (spotlights), basic electrical panel (connection and outlet), basic cleaning service.
- **Pack price per m² and minimum dimensions:** On request

3. . CUSTOM STAND (added to indoor exhibition space)

Greater visibility and features for a standout presence.

- **Includes:** Tailor-made turnkey stand design according to the exhibitor's requirements (e.g., color panels, distinctive structure), small enclosed storage area, basic furniture (counter, table, chairs), additional power outlet, optional improved signage.
- **Pack price per m² and minimum dimensions:** On request

4. TARTUP PACK (in Startup Arena)

Special conditions for startups and emerging companies offering innovative and disruptive solutions for the agrobiotech sector (subject to selection criteria).

- Includes a space with basic furniture (e.g. high counter, stool), identification signage, power outlet, and access to dedicated activities and networking within the Startup Arena (1,500m² dedicated to innovation).
- **Price:** Special conditions and pricing for startups. To be announced soon. Contact our commercial team for more information and the application process.

All exhibition packages include:

- Basic listing in the official catalog and online exhibitor directory.
- A set number of exhibitor passes.
- Digital invitations for your clients.
- Access to the event's networking platform (if applicable).

Additional Services (available at extra cost): Rental of additional furniture, extra electrical connections, water supply points, audiovisual services, support staff, catering for the stand, etc. (Refer to the Exhibitor Manual).

5. MANDATORY ADDITIONAL COSTS

The following fees apply to all participation formats and will be invoiced in addition to the selected space or package:

- **Registration Fee:** €167 + VAT
- **Mandatory Civil Liability Insurance:** €140 + VAT
 - *This covers basic third-party liability for the exhibitor during the event's setup, operation, and dismantling days. You may be required to present your own policy if it meets the minimum requirements set by the organizers.*

AMPLIFY YOUR IMPACT: SPONSORSHIP OPPORTUNITIES

TAKE YOUR PRESENCE TO THE NEXT LEVEL

In addition to your exhibition space, Agrobiotech Innovation Forum 2025 offers **exclusive sponsorship opportunities** designed to maximize your brand's visibility, position you as a sector leader, and connect with your audience on a deeper level.

Why consider Sponsorship in addition to Exhibiting?

- **Maximum visibility:** Stand out from the competition with brand presence in key areas, event materials, and official communications.
- **Strategic positioning:** Align your brand with innovation, sustainability, or specific thematic areas (Verticals, Conference Zones, Startup Arena, etc.).
- **Thought leadership:** Opportunities to participate in the conference program.
- **Premium networking:** Access to VIP spaces and exclusive events.

Combined Advantage:

Companies that combine exhibition space with a sponsorship package may be eligible for **special benefits or preferential conditions** on the overall package. It's the most effective way to **maximize your impact and return on investment** at the event.

Contact our commercial team to explore how a combined exhibition and sponsorship strategy can help you achieve your goals.

EVENT PROMOTION AND EXHIBITOR TOOLS

WE ATTRACT YOUR AUDIENCE. WE HELP YOU STAND OUT.

We run an intensive marketing and communication campaign to ensure a high turnout of qualified professional visitors:

- **Digital marketing:** Campaigns on Google Ads, professional social networks (LinkedIn), and industry-specific platforms.
- **Email marketing:** Regular newsletters sent to our extensive, qualified database.
- **Media relations:** Press releases and partnerships with sector-specific, economic, and regional media for broad coverage.
- **Strategic partnerships:** Agreements with associations, clusters, and professional bodies to promote the event to their members.
- **Advertising:** Placements in specialized publications.

In addition, we provide you with tools to maximize your own promotion:

- **Digital invitations:** Personalized code to invite your clients and contacts to access restricted areas.
- **Graphic materials:** Event logo, banners, and visuals for your website, emails, and social media, indicating: *“We’re Exhibiting at Agrobiotech 2025 – Visit us at Stand [Your No.]”*
- **Online Exhibitor Manual:** All practical information and tips to optimize your participation.
- **Networking platform (if applicable):** To schedule meetings with visitors ahead of the event.

We work with you to ensure the success of your participation.

LOGISTICS & KEY DATES

PRACTICAL INFORMATION TO PLAN YOUR PARTICIPATION

- **Venue:** Fira de Lleida – Av. de Victoriano Muñoz, 25001 Lleida, Spain
- **Event Dates:** November 25–27, 2025
- **Visitor Hours (Provisional):** 9:00 AM – 5:30 PM
- **Exhibitor Setup (Provisional):** November 22–24, 2025
- **Exhibitor Dismantling (Provisional):** Afternoon of November 27 – November 28, 2025
- **Exhibitor Manual:** Available upon confirmation of registration as an exhibitor

We provide all the information you need to ensure a smooth and successful experience.

BOOK YOUR SPACE NOW!

DON'T MISS THE CHANCE TO BE A KEY PLAYER AT AGROBIOTECH INNOVATION FORUM 2025

Spaces are limited and allocated on a first-come, first-served basis. Secure your preferred location and start planning your success.

Steps to reserve:

1. **Review the options:** Choose the type of stand that best fits your objectives.
2. **Consider amplifying your impact:** Think about whether an additional sponsorship could benefit your brand.
3. **Complete the application form:** Fill out the online application form at: <https://agrobiotechforum.com/solicitud-inicial-participacion-expositores>
4. **Need assistance?** Contact our commercial team: We'll guide you through the best available locations, sponsorship options, and answer all your questions.
5. **Confirm your booking:** Follow the instructions to complete your registration.

Commercial & Exhibitor Services Team:

- **Email:** comercial@agrobiotechforum.com
- **Phone:** +34 619 929 41
- **Inscriptions expositors:** <https://agrobiotechforum.com/solicitud-inicial-participacion-expositores>

We look forward to welcoming you in Lleida to boost your business!

BOARD OF TRUSTEES OF THE LA FIRA DE LLEIDA FOUNDATION

An event organized by experts, with the support of the industry.



Cambra Lleida
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Generalitat de Catalunya



Ajuntament de Lleida